

Application for projects under \$500

Organization Name _____ Gold West Country _____

Project Name _____ Top Ten Trails _____

Application Completed by _____ Sarah Bannon _____

Approval Requested

___X___ Final

____ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

_This is a 4 state/2 Country marketing program which will package and promote three All-American Roads, adjacent National Parks/Recreation Areas, and National Historic Trails that connect them. This will raise travelers' awareness of byways and attractions in the Top 10 Scenic Drives region. The byways will be promoted in partnership with nearby attractions (public/private), draw more visitors in the off-peak seasons, target national and international travelers with common interests.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.

Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.

Inform tourists that there is still plenty to do throughout the Gold West region during the off-peak season.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET
Top Ten Trails

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL			\$0		

TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					

REGION/CVB	PROJECT				
TOTAL		\$500	+	\$0	\$500

THE BUDGET SHEET IS ALSO AVAILABLE IN EXCEL FORMAT